

ABSTRACT OF THE DISCLOSURE

This disclosure relates to a technique of coding image data such that the data amount of the coded data falls within a predetermined amount, and decoding the coded image data. When, for example, image data is to be JPEG-compressed, the data amount of the coded data is obtained, and it is determined whether the data amount exceeds the capacity of a memory. If it is determined that the data amount exceeds the capacity of the memory, the compression ratio is increased, and the image data is compressed. In addition, the number of times it was determined that the data amount exceeded the capacity of the memory is counted. In decoding the data, the count value is obtained, and a quantization table is set in accordance with the count value, thereby decoding the data stored in the memory.